



A Little History on the “Homepreneur Network”

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(visit the [Homepreneur Network portal](#) within Sandy’s website)

It was her own retaliation against isolation. It was November 1993, and Sandy Ross was feeling isolated in her home-based business (Word’s Worth was a year old). Surely, though, she wasn’t alone in feeling alone. So, she asked 32 home-based entrepreneurs to lunch. All agreed on the need for a support group, the value in regular eat and greets, and the Homepreneur Network was born in a mutual “A.I.M. for Affiliation, Information, and Motivation”. And, for the eat in our greets, the Harmony Grand Buffet is host to homepreneurs.

From 32 to 650 ... and 15,000 online! After a year, the group had grown five-fold, attracting 160 different people to 1st Wednesday lunches. They’ve since had 650 proprietors and community partners at monthly events – and 15,000 unique visitors online! It’s worth noting the remarkable loyalty of current homepreneurs who, attending 25+ meetings, are Silver Soloists: [Rachelle Cronk](#), photography; [Doug Daye](#), speaking; [Jim Martin](#), investments; [Laura Noble](#), software training; [Marg Petznick](#), realty; [Paul Rouble](#), tutoring; [Barb Smith](#), job search coaching; [Diann Vail](#), women’s conferences/directories; and a special nod to ... [Glenda Palmer](#), 50+ meetings!

E-volution brings visibility (and #1 ranking) to homepreneurs Certainly, the Web made a huge impact on connecting the group. E-mails sure beat earlier fax and phone invitations. And the monthly news, “Biz Buzz”, morphed over its 150-or-so issues into a PDF file, now archived. The Web also facilitated, in 1999, a site for the homepreneurs – articles, links, leads – on SandyRoss.ca. Sandy’s especially proud that it ranks #1 in most standard search engines when you key “homepreneur”.

London wins national award as “home biz-friendly” Another source of pride is London’s national win in 2002 as one of Canada’s top “home business-friendly” cities. Receiving the award, [Mayor DeCicco-Best](#) (seen online, pictured with Sandy Ross) graciously said: “The Homepreneur Network is a critical component of our City’s success, [and] this national award showcases the key role of these innovative entrepreneurs in our overall business strategy.”

Thanks to “coopetition” and community partners The Homepreneur Network’s thankful for media buzz and community support – often in coopetition (cooperation with competitors) – as with the [Small Business Ctr.](#), who displays Biz Buzz and shares mutual referrals and respect. [Networking Today](#) posts their events. And the group’s glad to be so well-spoken of in other circles of influence, too

And speaking of speaking... London’s Homepreneur Network is valuable because of the enthused networking, yes, and its collective visibility, but also because of the insights so generously shared by speakers. Flipping through newsletters summarizing past talks, it’s amazing that over 80 experts have kindly given their time and tips, for which the group’s grateful. And with thanks to homepreneurs – happy birthday! ❖